

Comment Matrix for Comprehensive Plan Economy Element

No.	Source	Comment	Response
1	City Council Work Session June 7	<p>Overall appearance of document:</p> <ul style="list-style-type: none"> • Use higher quality and more relevant photographs throughout document. • Break up long paragraphs and add interest with graphics and call out boxes. • Correct the line/word spacing throughout document. 	Planning staff coordinated with the city's Communications & Public Information team to improve the layout, readability and visual interest of the document.
2		The major themes of livability, equity, sustainability, and resiliency are not consistent with the city's core values (friendly, active, responsible) or Community Vision goals.	The Comprehensive Plan major themes are a result of community feedback and direction from past work sessions with city leadership. The themes are defined in the Introduction and emphasized throughout the Housing element (adopted March 2016). For consistency, staff propose to retain the major themes in the Economy element and future chapter updates.
3		The city's Marketing Plan should be cited in past planning efforts. Review the Marketing Plan to identify potential policies that tie to land use and economic development.	<p>Staff added the city's Marketing Plan to the list of plans in the first paragraph under "Context". Staff reviewed the Marketing Plan and found that the Economy element already addresses the big picture economic ideas in the Marketing Plan including the city's shortage of employment land; business retention and recruitment; partnerships with local, state, and federal economic development programs; and utilization of the city's large supply of flex space.</p> <p>Staff recommends that implementation focused ideas and strategies presented in the Marketing Plan be considered during the update to the city's Economic Development Five-Year Strategic Plan.</p>

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4	City Council Work Session June 7 (Cont'd)	Consistent use of jobs-housing balance numbers. The numbers at the beginning of the chapter are for the urban service boundary and the numbers on page 6 are for city limits.	The numbers provided on page 2 represent projected employment growth within the city's USB over the next 20 years. Staff have updated the jobs housing balance numbers using the city's USB rather than city limits.
5		Check with city attorney to see if use of the urban service boundary, rather than city limits, is appropriate throughout the document.	Staff have discussed use of the city's USB with the City Attorney's Office. While the USB may be an appropriate geography in terms of analysis, the goals and policies contained in the Comprehensive Plan only apply to city limits.
6		USB call out box on page 2 should only include the definition of a USB.	Staff revised the USB section to state: <i>"The City of Beaverton has irregular jurisdictional boundaries, with numerous pockets of unincorporated Washington County. Many of these areas are within the Urban Service Boundary (USB), which is defined as the area that is anticipated to eventually be incorporated into the city, at which point the city will be responsible for providing urban services."</i>
7		Avoid use of loaded terms such as ancillary businesses. Consider "support business" instead.	Staff modified language relating to ancillary businesses.
8		The word industrial means different things to different people and is a zoning (Development Code) reference. Employment is a more appropriate word.	Staff propose to use the term "employment" throughout the document, unless specifically referring to an industrial use or area, consistent with the Development Code.
9		Remove potentially confusing language (i.e. greenfield, industrial neighborhoods, economic engine).	Staff propose to remove or find alternate language for confusing terms.
10		Goal 9.1.1: Add policy to inventory land at the edge of our city limits, within the USB, that could be used for employment	Staff added Goal 9.1.1: Policy (c) which states: <i>"Support boundary changes that consider the city's unique geopolitical boundaries and the availability of city and other urban services to help meet the city's identified employment needs."</i>

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11	City Council Work Session June 7 (Cont'd)	Goal 9.1.1: Add policy to encourage increased employment density. Multi-story buildings are our preferred building profile.	In an effort to balance feedback from City Council and Planning Commission, staff find that the existing policies under Goal 9.1.1 encourage intensification of uses and redevelopment within the city. Density requirements are implemented through the Development Code.
12		Goal 9.2.1: Remove the following policy: <i>"Focus business retention and expansion efforts on local businesses that serve as the economic engine of Beaverton."</i>	Staff removed the policy.
13		Goal 9.2.1: Add educate to policy (h) <u>Now policy (g)</u>	Staff revised Goal 9.2.1: Policy (g) to state: <i>"Develop, support, and expand city programs that <u>educate</u> property owners and provide incentives to improve or redevelop their properties."</i>
14		Section 9.3: Replace the term "industries" when referring to business in a more general sense.	Staff propose to revise the beginning of Section 9.3 to state: <i>"Local and regional economies are best organized around a healthy set of industry clusters – similar and related businesses that are mutually supportive, regionally competitive, that attract capital investment, and encourage entrepreneurship."</i>
15		Goal 9.3.1: Add retail and office to policy (c) or develop separate policy for other types of space	Staff revised Goal 9.3.1: Policy (c) to state: <i>"Actively market the city's large supply of flex space, <u>as well as available retail and office space.</u>"</i>
16		Goal 9.3.1: Modify policy (f) by rewording "ancillary" and "industry cluster anchors"	Staff revised Goal 9.3.1: Policy (f) to state: <i>"Target supply chain and <u>support</u> businesses that can <u>strengthen</u> regional <u>industry clusters</u> and function within the city's supply of <u>employment land.</u>"</i>
17		Goal 9.3.1: Add policy to "enhance entrepreneurial support of targeted industries"	Staff recommend that this idea be incorporated into the Economic Development Five-Year Strategic Plan. As a whole, the policies under Goal 9.3.1 are intended to better understand, support, and update the city's targeted industries.

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18	City Council Work Session June 7 (Cont'd)	Goal 9.3.1: Add policy to “seek to better understand the supply chain of our large manufacturers”	Staff recommend that this idea be incorporated into the Economic Development Five-Year Strategic Plan. As a whole, the policies under Goal 9.3.1 are intended to better understand and support the city’s targeted industries and supply chains.
19		Goal 9.3.1: Add policy to form “business roundtables for targeted industries”	Staff recommend that this idea be incorporated into the Economic Development Five-Year Strategic Plan.
20		Back up reference to younger workforce in Section 9.4 or modify language to make this a broader statement about “diversity of options.”	Staff propose to revise the second paragraph of Section 9.4 to state: <i>“These planning efforts, as well as the city’s EOA, have found that adding more residents in the downtown core can support greater levels of urban amenities such as restaurants, retail, and entertainment. <u>In turn, these amenities can increase the attractiveness of the area for businesses and employees alike, particularly those seeking a diversity of options or more urban lifestyle.</u>”</i>
21		There was confusion on the location of Central City in Section 9.4.	Staff propose to retain the term “Central City” for consistency with the Housing chapter (adopted March 2016). During the review process for the Housing chapter, there was confusion on the geographic boundaries and descriptions of Central Beaverton, Downtown, and Old Town. Central City was agreed upon as an alternative.
22		Goal 9.4.1: Policy (g) use “Incent” rather than “Attract”	Staff propose to revise Goal 9.4.1: Policy (g) to state: <i>“<u>Incent</u> new restaurants and other amenities that are attractive to employees and residents seeking a more urban environment and which can contribute to an 18-hour neighborhood in the downtown area.”</i>
23		The major themes should tie into the text. For example, provision of amenities will improve the <u>livability</u> of our community.	For consistency with the Housing chapter (adopted March 2016), staff does not propose to modify reference to the major themes.

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24	Planning Commission Work Session June 22, 2016	Is there a way to visually incorporate the major themes?	For consistency with the Housing chapter (adopted March 2016), staff does not propose to modify reference to the major themes.
25		Consider defining “confusing” or “loaded” terms in the glossary rather than removing them from the chapter. The chapter should use the language of the land (economic development).	Staff made minor modifications to language to reduce redundancy and provide clarification. At this time, staff does not propose to add terms to the glossary.
26		Agree with the City Council’s suggestion (No. 10) to add a policy related to employment lands within the city’s USB.	Staff added Goal 9.1.1: Policy (c) which states: “ <i>Support boundary changes that consider the city’s unique geopolitical boundaries and the availability of city and other urban services to help meet the city’s identified employment needs.</i> ”
27		The draft chapter already includes policies that encourage increased employment density. We need to make it easier for denser uses (Development Code). Stating that the city prefers multi-story buildings goes beyond the Economy chapter policy discussion and toward implementation.	Staff recommends that employment areas be further considered during the update to the Comprehensive Plan Land Use Element. It’s anticipated that the project will produce recommended Development Code edits, which could impact the built form of employment areas.
28		Keep policies regarding the city’s targeted industries broad. The new policies suggested by City Council (comments 17-19) are more appropriate for the Economic Development Five-Year Strategic Plan.	Staff recommends that the Economic Development Strategic Plan include strategies and actions to support Beaverton’s targeted industries, make efforts to better understand the associated supply chains, and facilitate business roundtables for targeted industries.
29		The city can’t simply add land to accommodate employment growth. This is a time of change and we need to be creative.	The goals and policies contained in the Economy chapter recognize that the city will likely not achieve employment growth through UGB expansions. Instead, the city needs to become increasingly reliant on intensification of uses and redevelopment of already developed employment lands.

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30	Planning Commission Work Session June 22, 2016 (Cont'd)	There should be a continuum of jobs available within the city, including retail and service. Don't overlook these jobs because they're lower wage.	Reference to lower-paying retail and service sector jobs was removed.
31		Goal 9.1.1: Policy (e) Need to clarify "small area planning" program. Consider using "targeted planning areas" instead. <u>Now policy (f)</u>	Goal 9.1.1: Policy (f) has been revised to state: " <u>Develop strategies for targeted planning areas, including the city's major employment areas, commercial corridors, and neighborhood business districts.</u> "
32		Goal 9.1.1: Policy (g) Concern about encouraging home-based businesses and potential impacts on neighborhood (customers, noise, parking). Is there a way to encourage telecommuting? <u>Now policy (h)</u>	Staff does not recommend changes to policy (h), as the Development Code already provides a means to regulate home-based businesses (Home Occupation permit) within the city with minimal impacts to neighbors.
33		Goal 9.3.1: Policy (h) Should consider job training programs for non-college bound students. Don't limit policy to "science and technology" training programs.	Goal 9.3.1: Policy (h) has been revised to state: " <u>Work with school districts, Portland Community College and state universities to expand business and job training programs with the potential to support identified targeted industries.</u> "
34		Are there policy recommendations from the ULI report that related to central city development (Section 9.4)?	Staff finds that the policies contained in the Economy chapter are consistent with the ULI report.
35		Review the current Economy chapter (adopted in 2002). Should some of the existing policies carryover?	Staff finds that the proposed Economy chapter builds on the existing 2002 text, with a few similar policies.
36		EOA Figure 5.1 (USB map) should be enlarged and moved to front of document.	Figure 5.1 was enlarged to 11 x 17 size to improve readability. Staff propose to keep the location of the USB map with the definition of the study area (EOA Section V).

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37	Planning Commission Work Session June 22, 2016 (Cont'd)	EOA target industry profile graphics are unclear.	The EOA includes boilerplate industry profile graphics prepared by the project consultant. Additional time (and funding) would be required to modify these graphics.